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Suzuki to Sponsor One of World's Largest Fighting Game Tournament Series "Evo"



Suzuki Motor Corporation has decided to sponsor "Evo," one of the world's largest fighting game tournament events organized by RTS Management, Inc. Starting with Evo Japan, Suzuki will sponsor a total of three events, including those held in the United States and France, and support the development of the e-sports scene.

Since 2025, Suzuki has begun sponsoring e-sports tournaments and related events, creating new connections with e-sports fans and the gaming industry. Suzuki resonates with the strong sense of unity within e-sports communities, as well as with their culture that value connections beyond national borders and encourage participants to improve each other's skills. As a company that stands alongside the fighting game community, Suzuki will continue its support this year.

Evo is a fighting game event that brings together top-class players from around the world. Tournament competitions featuring various fighting game titles are held in multiple regions, including Evo Japan 2026 in Japan, Evo 2026 in the United States, and Evo FRANCE 2026 in France.

At Evo Japan, to be held from May 1 to May 3 at Tokyo Big Sight, Suzuki will exhibit the collaboration motorcycle “Hayabusa Tuned by JURI,” created in collaboration with “Street Fighter 6.”

Suzuki will also sponsor Evo 2026 and Evo FRANCE 2026 and plans to exhibit the collaboration motorcycle at these events, strengthening connections with fighting game communities on a global scale.

Japan is regarded as the birthplace of fighting games. Today, the appeal of this culture originating in Japan has spread globally, and fans around the world have come together to form the fighting game community. Suzuki will continue to support this community and, together with proactive players and enthusiastic game fans, will support the further development of this culture.

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